

INTERCOLLEGIATE BROADCASTING SYSTEM

1964 NATIONAL CONVENTION

SILVER ANNIVERSARY

COLUMBIA UNIVERSITY

NEW YORK, NEW YORK

March 21st, 1964

Host Station

WKCR-AM-FM

8:30 to 10:00

REGISTRATION and COFFEE HOUR

Main Lobby - Ferris Booth Hall

COFFEE and DONUTS

Lion's Den - Ferris Booth

10:00 to 10:30

KEYNOTE ADDRESS

Commissioner Robert E. Lee - Waldman
Auditorium, Ferris Booth

10:30 to 12:15

MORNING SESSIONS

- A1 NEWS PROGRAMMING
Room 212 - Ferris Booth, Lester
Smith, News Director - WOR, Walter
Stengel, News Director - WKCR
- A2 COLLEGE RADIO GOES FM?
Room 214 - Ferris Booth, Bill Malone,
I.B.S. FM PROGRAMMING - Mike
Goldstein, WVBR-FM.
- A3 SALES
Room 216 - Ferris Booth, RADIO SALES
CLINIC, Lew Birchfield, Director of
Member Development, Radio Advertising
Bureau.
- A4 RESEARCH
Room 103 - Ferris Booth, AUDIENCE
ANALYSIS and MARKET RESEARCH,
Tom Bletcher, I.B.S.

12:30 to 2:30

LUNCHEON BANQUET

Men's Faculty Club

Reservations required. Tickets may be picked up at the Convention Registration Desk.

GENERAL SESSION

James Hagerty, Vice President, A.B.C. - Paramount.

George Abraham, Chairman of the Board, I.B.S.

2:45 to 4:45

AFTERNOON SESSIONS

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| B1 | STATION ADMINISTRATION
Room 103 - Ferris Booth, Robert
Freedman, I.B.S., Fritz Kass, I.B.S. |
| B2 | PROGRAMMING
Room 212 - Ferris Booth, MUSIC
PROMOTION, Paul Brown, Paul Brown
Promotions; Mark Matig, WLRN-WLVR. |
| B3 | SALES
Room 214 - Ferris Booth, SELLING
COLLEGE RADIO, Mike Marcuvsky,
Pittsburgh College Network. FM SALES,
Jeff Moskin, WVBR-FM. |
| B4 | ENGINEERING
Room 216 - Ferris Booth, TRANSISTORIZED
EQUIPMENT DESIGN, George Eustis
Engineering Manager, I.B.S. George
Abraham, I.B.S. |

The Intercollegiate Broadcasting System
wishes to extend its thanks to WKCR-AM-FM,
our host for the 1964 National Convention.

IBS NATIONAL CONVENTION COMMITTEE

Robert Freedman, Chairman
Joseph Steinberg, Asst. Chairman
Irv Spitzberg, Co-Ordinator
Fritz Kass, Registrar
J. Theodore Anagnoson, Publicity